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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
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Y O U R F A M I L Y ' S F O O D

For the week of April 28, 1947.

(Topics of the Week:

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1. ANNOUNCER: ...YOUR FAMILY'S FOOD...a program designed to keep you informed on the factors affecting your daily food supply, and brought to you by Station _____, in cooperation with the U. S. Department of Agriculture. As you no
after May 1st
doubt have heard, controls on rice and sugar will no longer administered by OPA but will be turned over to the new Sugar Rationing Administration, which is now part of the U. S. Rice controls will temporarily remain under OPA Department of Agriculture. / For the past months ceiling prices on sugar and rice have been computed according to a formula by each individual grocer. And as a result, ceiling prices on those foods have become somewhat of a mystery to both retailers and housewives. In order to make the price ceiling program work more efficiently, and to protect home-
CPA and
makers and dealers, / the Department of Agriculture are reviving the community pricing program

1. ANNOUNCER: on rice and sugar. To tell us something about
(continued) how this program will work, we have with us
today Mr. _____ of the Sugar
(title)
Rationing Administration, and our old friend,
_____ of the _____ office
of the Production and Marketing Administration.
With two guests at the microphone today I
don't know at whom I should fire the first
question.
2. PMA: Since Mr. _____ has all the answers on
sugar and rice, suppose I assume the role of
an interested listener, _____.
3. ANNOUNCER: What do you think of our friend here,
Mr. _____ -- putting all the work on
your shoulders.
4. SRA: Possibly you can even things up later on.
: Maybe shoot a few questions at him, too?
5. ANNOUNCER: I'll see what I can do. But now, I'm
interested in sugar and rice. It's true,
isn't it, Mr. _____ that community price
ceilings on rice and sugar are not new?
6. SRA: That's right, _____. As a matter of
fact, a great many food items were under
community price ceilings from May 1943 to
October of last year.

7. ANNOUNCER: Why were they dropped then?
8. SRA: By October 1946 rice, sirup, and sugar were about the only items still under price control, so the community price program was discontinued.
9. ANNOUNCER: But now community price ceilings are going back into effect?
10. SRA: Yes, they will be (were) effective Thursday, May first.
11. ANNOUNCER: Of course, sugar and rice have never been decontrolled, have they, Mr. _____?
12. SRA: No. When we dropped the community pricing program we did not drop price controls, though some grocers and homemakers may have gotten that impression. We definitely had price ceilings on rice and sugar but they were difficult to figure out...and consumers seldom knew what they were.
13. ANNOUNCER: Then the revival of the community pricing program is aimed at setting up definite maximum retail prices.

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of [unclear]

the [unclear] [unclear] [unclear]

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14. SRA: That's it exactly. Ceiling prices will be spelled out in dollars and cents to cover most sales of sugar and rice at the retail level. You see, under the system operating until May 1 the retail merchant had to compute sugar and rice ceiling prices by applying a fixed percentage mark-up to his wholesale price. Under that system price ceilings sometimes varied from store to store on the same day, and from week to week at the same store. The customers hardly ever knew what the ceiling price was, and sometimes even the grocer wasn't sure.
15. ANNOUNCER: But now we'll ^{have} dollar-and-cent ceiling prices on sugar and rice.
16. SRA: Yes. Community price ceilings --- according to areas --- will be placed on packaged rice by brands. Sugar price ceilings will be set according to package sizes.
17. ANNOUNCER: Will that include all kinds of sugar, Mr. _____?
18. SRA: No, not all types. Dollar-and-cent prices ^{will} cover white granulated sugar in one, two, five, and ten-pound containers, and confectionery and brown sugar in one-pound packets. In some areas, the community ceilings ^{will} also take in powdered sugar, lump sugar, and sugar in other types of containers.

19. ANNOUNCER: But these prices will only apply at the retail level, won't they?
20. SRA: That's correct.
21. ANNOUNCER: Is this program going to apply in all stores --- independents and chains?
22. SRA: Yes, but it will concentrate primarily on the smaller independent stores.
23. ANNOUNCER: Why is that?
24. SRA: For the reason that the chains and the supermarkets are in a better position to figure out their own ceilings. They're more familiar with the maximum price regulations than the smaller stores. We're going to direct our help where it's most needed...to the little fellow.
25. ANNOUNCER: I see. But the community price ceilings will apply to chain stores and supermarkets as well as to the smaller independent grocers ...won't they?
26. SRA: That's right. The maximum dollar-and-cent price for any type of sugar or rice in the community ceiling schedules will be the highest price that can be charged by any store in the community. However, the ceiling price in chain stores and in the large independent groceries may be even lower.

27. ANNOUNCER: That must mean that the chains and large stores will continue to compute their own ceiling prices according to the procedure they've been following in the past.
28. SRA: The Maximum Price Regulations provide a formula ...a certain percentage of markup on the wholesale price...by which the chains and supermarkets will continue to compute their own ceiling prices. But their ceilings cannot in any case exceed the dollar-and-cent ceilings in the community pricing area.
29. ANNOUNCER: The important thing to remember then, is that these dollar-and-cent prices which will be set for small independent stores will be the highest prices that any retail store in the community that may charge for the sugar and rice items/ will be covered. But ceilings in chains and large independent stores may be even lower. Now there's another question about these stores before I start asking you about the community areas. I recall that the community ceilings used to mention "Group 1" stores and "Group 2" stores. Are you still using those terms?
30. SRA: Yes, we are. Group 1 stores are the smallest independents...those doing less than 50 thousand dollars of business a year. The Group 2 stores are those that do a gross volume of between 50 thousand and 250 thousand dollars a year.

31. ANNOUNCER: A large independent, then must be one that does more than 250 thousand dollars of business a year.
32. SRA: Right.
33. ANNOUNCER: And now, _____. Tell us a little about those community areas. How big will they be, and what area will we be in, and so on.
34. SRA: (AD-LIB BRIEFLY HOW MANY AREAS IN STATE, EXTENT OF LOCAL AREA, WHAT CITIES INCLUDED.)
35. ANNOUNCER: I know our listeners don't want a lot of figures hurled at them, _____, but could you give a few examples at least of the community ceiling prices that will be in effect in the _____ area.
36. SRA: (AD-LIB A FEW IMPORTANT PRICES AS EXAMPLES.)
37. ANNOUNCER: That's very interesting, Mr. _____. I can see how the community pricing program is going to help make it easier not only for the homemaker, but also for the grocer to know how much a pound of sugar should cost in his type store.

38. SRA: That is one purpose of this program --- to make sure that retailers know the maximum price they should charge for rice and sugar down to the last cent.
39. ANNOUNCER: And I guess that cent is pretty important when it's multiplied a couple of million times.
40. SRA: It certainly is. Why do you know that every time the price of sugar jumps one cent per pound, it costs the American family another 70 million dollars a year. That's too big an amount to overlook!
41. ANNOUNCER: I should say it is. If Mrs. America wants to be sure she is not over-charged, she should check on sugar price ceilings in her community.
42. SRA: Yes. Newspapers in almost every town and city will publish sugar and rice dollar-and-cent schedules for their communities. It's a good idea for the homemaker to clip the list and keep it handy for reference when she goes shopping.
43. ANNOUNCER: A fine idea. Well, thank you so much for being with us this (morning) (afternoon), Mr. _____. And now, _____, I think I still have a few questions that I'd like to shoot your way.

44. PMA: Well, before you start firing questions at me, I'd like to make a suggestion.
45. ANNOUNCER: Yes, sir, what do you have in mind?
46. PMA: Since this is the time of year garden plans occupy the home gardeners thoughts, I believe a word on vegetable soybeans would be in order.
47. ANNOUNCER: A good idea, but aren't all soybeans vegetables?
48. PMA: The kind I'm referring to are not the field soys which are used for oil and cattle feed. Vegetable soybeans are easier to cook and have a much better flavor than the field types.
49. PMA: I know you don't claim to be a nutrition expert, but do you have any idea as to the food value of these vegetable soybeans?
50. PMA: Laboratory tests show that vegetable soybeans rank higher in food value than other beans and peas.
51. ANNOUNCER: I'd say that's a good point in favor of planting soybeans in that backyard garden.
52. PMA: Another point in their favor is that they're easy to grow. They stand droughts better and are less subject to insect attack and diseases than most garden crops.

53. ANNOUNCER: Well, say, they're all right.
54. PMA: One caution, though. If your garden is a favorite habitat for rabbits, beware. Our floppy eared friends are very fond of soybeans.
55. ANNOUNCER: Sensible animals. But I know what a nuisance rabbits can be, so I'm glad you mentioned that menace. Incidentally, ~~is~~ there any word of warning prospective soybean growers should heed?
56. PMA: Garden specialists of the Department of Agriculture say that in planting soybeans, make sure you get the variety of vegetable soybeans adapted to your part of the country.
57. ANNOUNCER: And is there any special planting time for vegetable soybeans?
58. PMA: The best time for seeding soybeans is after the soil has become thoroughly warm.
59. ANNOUNCER: Some folks like to stretch their garden yields over a long period of the summer. Can you do the same with soybeans?
60. PMA: Oh, yes. If you want a supply of shelled beans over a long season, make new plantings of the same variety every ten or fifteen days during the season. Or you may select varieties that mature at different times. Incidentally, nearly all varieties are in condition to use as green vegetables for at least ten days.

61. ANNOUNCER: So much for the planting, now how about a word about the eating?
62. PMA: Well, you know, one of their most prized characteristics is their nutlike texture. Because of that characteristic, food specialists warn that soybeans should not be cooked too long in trying to get them soft.
63. ANNOUNCER: I'd say that soybeans --- vegetable soybeans, that is, come with a few strings attached --- if you plan to grow your own. Now let's see, things to keep in mind are: be sure to get vegetable soybeans --- the kind that's best adapted to your part of the country, and beware of rabbits.
64. PMA: And when you finally harvest them, don't try to cook them till they're soft. Enjoy their nutlike texture.
65. ANNOUNCER: That's good advice. Everybody likes to hear good news, _____, so I'm going to ask you that familiar question. Do you have any good news for our listeners this week?
66. PMA: I think I can fill the bill.

67. ANNOUNCER: I knew you wouldn't fail me.
68. PMA: Last week the Department of Agriculture announced that canned peas and tomato juice, sauerkraut, and cottage cheese were added to to the foods that will be abundant during May.
69. ANNOUNCER: Well, say, that's all right. Now let's see, those four foods will be in addition to...
70. PMA: Potatoes, fresh and processed citrus fruits and juices, dried peaches and small-sized prunes, eggs, heavy tom turkeys, and peanut butter.
71. ANNOUNCER: And now to that list has been added canned peas and tomato juice, sauerkraut and cottage cheese. In addition to these foods, what do you have to report for the current week?
72. PMA: In the vegetable line-up the big news is still spinach. Every major market in the Northeast is well stocked with this green, leafy vegetable. And in most cases, prices are comparatively low.
73. ANNOUNCER: If that's the case, I don't suppose we'll have to urge homemakers to make good use of this nutritious vegetable these days.
74. PMA: No. But I imagine they'd also like to know that sweetpotatoes are in heavy supply on many markets as well as onions, potatoes, and squash.

75. ANNOUNCER: Say, didn't you leave out cabbage?
76. PMA: Yes, I did. As a matter of fact, some markets are still well stocked, but it's not universally plentiful in the Northeast this week.
77. ANNOUNCER: Are there any new spring arrivals to speak of?
78. PMA: Asparagus from New Jersey and Pennsylvania has started to come in to some places, but as yet it is not in good supply.
79. ANNOUNCER: Speaking of new arrivals, are there're any new-comers in the fruit line-up?
80. PMA: Supplies of strawberries are increasing, with most of them coming from Louisiana. Heavy rains in that State recently injured the crop badly. Those that are coming in are in the luxury class. There is generally a good supply of oranges and grapefruits, and many markets still have lots of apples. And that just about completes the food picture for this week.
81. ANNOUNCER: Well, thanks for being with us today, _____. And thank you, Mr. _____ for bringing us up to date on the new community pricing program for rice and sugar. Our guests today were _____, _____, and _____ of _____ SRA title _____ the _____ office of the Production and Marketing Administration.
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NOTE TO USERS OF YOUR FAMILY'S FOOD

This script was primarily written to include a guest from the Sugar Rationing Administration. If, however, you plan to use this script as an interview only between the PMA man and the announcer, you should be able to do this by slightly editing the present format.

UNITED STATES DEPARTMENT OF AGRICULTURE

OFFICE OF THE SECRETARY

WASHINGTON, D. C.

January 1, 1914

Dear Sir: